GREAT BRITAIN

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618
March 11, 1853

40. ADVERTISING,
Articles.

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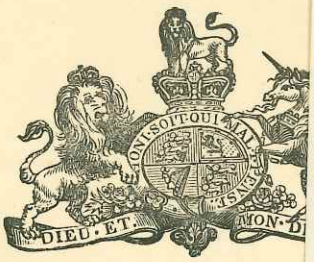

A.D. 1853 . . . . . .

Mode of Advert

Advertising — Matches.

U. S. Patent Office.

3326 of 1873 — An invention consists in the manufacture of matches in such manner that they may not only be used for the purpose of ignition, but also for advertising purposes. Makes matches of paper, cardboard, pasteboard, wood pulp board, millboard, leatherboard, strawboard, or other suitable material, (previously prepared) printed advertisements on them, and then affixes the composition for ignition.

Specification supposed to be in class of "Matches."

PROVISIONAL SPECIFICATION left by Edouard Alexandre at the Office of the Commissioners of Patents, with his Petition, on the 11th March 1853.

This Invention did not proceed, the Law Officer having refused Provisional Protection.)

I, EDOUARD ALEXANDRE, of Paris, in the Empire of France, and of 16, Castle Street, Holborn, City, London, do hereby declare the nature of the said Invention for "A NEW MODE OF ADVERTIZING" to be as follows :—

My Invention consists in printing or impressing advertisements on envelopes, or on the margins of letter paper.

LONDON:
Printed by GEORGE EDWARD EYRE and WILLIAM SPOTTISWOODE,
Printers to the Queen's most Excellent Majesty. 1853.